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Response Dated March 29, 2006
Reply to Action of December 29, 2005

Listing of Claims:

Claim 1. (currently amended) A computer-implemented method for creating an electronic product design, the method comprising:

providing downloading one or more product design software tools to a user computer, the tools being adapted to execute in the browser of the user computer and allow the user of the user computer to edit a downloaded product design template at the user computer to create a custom product design,

providing a plurality of template images for viewing by the user of the user computer, the images representing electronic product design templates editable at the user computer by the user,

in response to the user's selection of one of the template images, displaying a downloading an editable product design template associated with the selected template image, the downloaded product design template being a partially completed electronic product design, and

allowing the user to provide use one or more of the tools to edit the downloaded template to incorporate content for incorporation by the tools at the user computer into the selected downloaded product design template to create an a custom electronic product design at the user computer, and

displaying the electronic product design to the user while the user is providing content.

Claim 2. (cancelled)

Claim 3. (original) The method of claim 1 further comprising allowing the user to upload the electronic product design over a computer network to a server.

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Claim 4. (original) The method of claim 3 further comprising allowing the user to place an order for production of a quantity of a physical product corresponding to the electronic product design.

Claim 5. (original) The method of claim 1 wherein tools display the electronic product design to the user in WYSIWYG form.

Claim 6. (original) The method of claim 1 further comprising allowing the user to modify at least one feature of the selected product design template during the electronic product design process.

Claim 7. (original) The method of claim 1 further comprising allowing the user to modify at least one feature of at least some of the user content incorporated in the selected product design template.

Claim 8. (original) The method of claim 1 wherein the template images are displayed at a reduced size that allows a plurality of template images to be simultaneously displayed to the user.

Claim 9. (currently amended) A computer-implemented method for creating an electronic product ~~in~~ at a user computer comprising
receiving one or more product design software tools over a computer network, the tools being adapted to execute in the browser of the user computer, display one or more product template images representing product design templates editable at the user computer to the user of the user computer, each product template image being a partially completed electronic design, and allow the user to select a product template image,
receiving over a computer network an editable product template associated with a selected product template image.

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~~while the user is viewing the product design template,~~ executing at least one of
the tools in the browser in response to user input to incorporate content at the user
computer into the ~~selected~~ received product template to create ~~an a custom~~ electronic
product design at the user computer, and

requesting the production of a quantity of a physical product corresponding to
the electronic product design.

Claim 10. (original) The method of claim 9 further comprising executing the tools in
the user's browser in response to user input to allow the user to modify at least one
feature of the selected template.

Claim 11. (original) The method of claim 9 further comprising executing the tools in
the user's browser in response to user input to allow the user to modify at least one
feature of at least some user content in the selected template.

Claim 12. (original) The method of claim 9 further comprising uploading the
electronic design over a computer network to a server.

Claim 13. (currently amended) A computer-implemented method for creating an
electronic product comprising

downloading one or more product design software tools over a computer
network to a user computer, the tools being adapted to execute in the browser of the
user computer, display one or more product template images representing product
templates editable at the user computer to the user, display a downloaded editable
product template corresponding to a product template image selected by the user, the
product template being a partially completed electronic product design, and allow the
user to use one or more of the downloaded tools to incorporate content at the user
computer into the ~~selected~~ product template ~~while the user is viewing the product~~

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~~design template~~ to create ~~an~~ a custom electronic product design at the user computer,
and

receiving the electronic product design from the user computer.

Claim 14. (original) The method of claim 13 wherein the tools are adapted to allow the user to modify at least one feature of the selected template.

Claim 15. (original) The method of claim 14 wherein the tools are adapted to allow the user to modify at least one feature of at least some user content in the selected template.

Claim 16. (previously presented) The method of claim 1 wherein the user is creating an electronic product design for another party.

Claim 17. (previously presented) The method of claim 16 wherein the other party provides product design information for use by the user in connection in creating the product design.

Claim 18. (previously presented) The method of claim 17 wherein the other party provides at least some product design information via one or more electronic communications.

Claim 19. (previously presented) The method of claim 17 wherein the other party provides at least some product design information via one or more voice communications.

Claim 20. (previously presented) The method of claim 17 wherein the other party communicates directly with the user.

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Claim 21. (previously presented) The method of claim 17 wherein the other party communicates with the user via one or more intermediary parties.

Claim 22. (previously presented) The method of claim 17 wherein product design information provided by the other party comprises information identifying the type of product design desired by the other party.

Claim 23. (previously presented) The method of claim 17 wherein product design information provided by the other party comprises content that the other party desires be incorporated into an electronic product design.

Claim 24. (previously presented) The method of claim 23 wherein the content comprises text content.

Claim 25. (previously presented) The method of claim 23 wherein the content comprises one or more graphic files.

Claim 26. (previously presented) The method of claim 17 further comprising making the created electronic product design available to the other party.

Claim 27. (previously presented) The method of claim 26 wherein product design information provided by the other party comprises one or more requested modifications to the created electronic product design.

Claim 28. (previously presented) The method of claim 26 wherein product design information provided by the other party comprises a request that the user create one or more new electronic product designs.

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Claim 29. (previously presented) The method of claim 17 wherein the product design information provided by the other party comprises the identification of one or more product design templates.

Claim 30. (previously presented) The method of claim 29 wherein the product design information provided by the other party comprises information describing one or more desired modifications to one or more of the one or more identified product design templates.

Claim 31. (previously presented) The method of claim 17 further comprising providing one or more template creation software tools to the user, and allowing the user to create one or more product design templates in response to product design information provided by the other party.

Claim 32. (previously presented) The method of claim 31 further comprising allowing the user to use one or more of the created product design templates to create one or more electronic product designs.

Claim 33. (previously presented) The method of claim 32 further comprising making one or more of the created electronic product designs available to the other party.

Claim 34. (previously presented) The method of claim 33 wherein product design information provided by the other party comprises one or more requested modifications to one or more of the created electronic product designs.

Claim 35. (previously presented) The method of claim 1 further comprising providing support to the user while the user is using the tools.

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Claim 36. (previously presented) The method of claim 35 wherein support is provided by at least one design assistant.

Claim 37. (previously presented) The method of claim 36 wherein the design assistant is remote from the user.

Claim 38. (previously presented) The method of claim 36 wherein support is provided via one or more voice communications.

Claim 39. (previously presented) The method of claim 36 wherein support is provided via one or more electronic communications.

Claim 40. (previously presented) The method of claim 39 wherein the design assistant is local to the user and support is provided in person.

Claim 41. (previously presented) The method of claim 36 wherein support comprises assisting the user in modifying an electronic product design.

Claim 42. (previously presented) The method of claim 36 wherein support comprises assisting the user in incorporating content into an electronic product design.

Claim 43. (previously presented) The method of claim 36 wherein support comprises assisting the user with placing an order for the production of a quantity of a physical product corresponding to an electronic product design.

Claim 44. (previously presented) The method of claim 36 wherein support comprises creating a new product design template for the user.

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Claim 45. (previously presented) The method of claim 36 wherein support comprises creating an electronic product design for the user.

Claim 46. (previously presented) The method of claim 1 further comprising:
receiving information related to one or more product designs desired by the user, and

based on at least some of the received information, creating one or more electronic product designs for at least one product design desired by the user.

Claim 47. (previously presented) The method of claim 46 wherein the received information comprises an identification of the type of product design desired by the user.

Claim 48. (previously presented) The method of claim 46 wherein the received information comprises content supplied by the user for incorporation into the electronic product design.

Claim 49. (previously presented) The method of claim 46 further comprising making at least one created electronic product design available to the user.

Claim 50. (previously presented) The method of claim 49 further comprising allowing the user to modify at least one created electronic product design using the tools.

Claim 51. (previously presented) The method of claim 46 wherein the one or more electronic product designs are created by one or more design assistants remote from the user.

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Claim 52. (previously presented) The method of claim 51 wherein one or more of the electronic product designs are created using one or more desktop publishing tools.

Claim 53. (previously presented) The method of claim 51 wherein one or more of the electronic product designs are created using at least some of the product design tools executing in the browser of the design assistant computer.

Claim 54. (previously presented) The method of claim 13 further comprising downloading one or more product design software tools over a computer network to a design assistant computer, the tools being adapted to execute in the browser of the design assistant computer, display one or more product template images to the design assistant, display a product template corresponding to a product template image selected by the design assistant, and incorporate content into the selected product template to create an electronic product design, and providing user product design information to the design assistant.

Claim 55. (previously presented) The method of claim 54 wherein at least some of the product design information is provided via one or more electronic communications.

Claim 56. (previously presented) The method of claim 54 wherein at least some of the product design information is provided via one or more voice communications.

Claim 57. (previously presented) The method of claim 54 wherein the product design information is received directly from the user.

Claim 58. (previously presented) The method of claim 54 wherein the product design information is received via one or more intermediary parties.

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Claim 59. (previously presented) The method of claim 54 wherein the product design information comprises content that the user desires be incorporated into the electronic product design by the design assistant.

Claim 60. (previously presented) The method of claim 54 wherein the product design information comprises one or more requested modifications one or more electronic product designs.

Claim 61. (previously presented) The method of claim 54 further comprising the design assistant creating one or more electronic product designs based on the provided product design information

Claim 62. (previously presented) The method of claim 13 further comprising
receiving product design information from the user,
creating one or more electronic product designs in response to the product design information, and
making at least one of the created electronic product designs available to the user for use in creating an electronic product design.

Claim 63. (presently amended) The method of claim 62 wherein at least some of the product design information is received via one or more electronic communications.

Claim 64. (previously presented) The method of claim 62 wherein at least some of the product design information is received via one or more voice communications.

Claim 65. (previously presented) The method of claim 62 wherein at least some of the product design information is received directly from the user.

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Claim 66. (previously presented) The method of claim 62 wherein at least some of the product design information is received via one or more intermediary parties.

Claim 67. (previously presented) The method of claim 62 wherein the product design information comprises content that the user desires be incorporated into at least one electronic product design.

Claim 68. (previously presented) The method of claim 67 wherein the content product design information comprises one or more requested modifications one or more created electronic product designs.

Claim 69. (previously presented) The method of claim 62 further comprising making one or more of the one or more created electronic product designs available to the user.

Claim 70. (currently amended) The method of claim 13 further comprising
receiving product design information from the user,
creating one or more editable product design templates in response to the
product design information, and
~~making downloading~~ at least one of the created product design templates
available to the user computer for use by the user at the user computer in creating an
electronic product design.

Claim 71. (previously presented) The method of claim 70 wherein the product design information comprises content that the user desires be incorporated into at least one product design template.

Claims 72-73. (cancelled)